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That means producers and also customers who use this invention make a profit.

Especially, this service makes possible some specific resources do remnantal sale and increase
5   profitability of the resources business.

This invention is very good effects on increasing effectiveness of production and consumption. It pursues consumption of produced resources and helps not to be waste. This inventions is very environmental-oriented and
10 economical system so that it protects economical loss, environmental damage and the squandering of the nation's resources.

WHAT IS CLAIMED IS:

15   1. A method for selling perishable resources using one-way sending time expiring coupons, comprising the steps of:

a) updating a sale schedule by inquiring information of resources to sell from a sale network server according
20 to update cycles, and storing the information of resources in a sale schedule database;

b) constructing a sending plan database by preparing and storing a sending condition, sending information and a sending plan for coupon sending;

25   c) collecting past sale rate information, storing the collected past sale rate information in a sale rate history database, and constructing a sale rate predicting database by processing the stored past sale rate information to generate and store sale rate predicting
30 information;

d) limiting a sending quantity of coupons based on

profit-and-loss account and determining the sending quantity of coupons through a comparison of differences between the sale cycle, sending time and sale closing time;

5   e) constructing a sending target extracting database by extracting and storing · member ' data corresponding to the sending conditions;

      f) constructing a sending database by storing unique codes together with message codes stored in the

10 sending plan database, and preparing a coupon based on the sending database;

      g) sending the prepared coupon to the extracted member;

      h) accessing a sales network system for member

15 authentication by the member receiving the coupon;

      i) selecting resources, sending purchase intention and paying for the selected resources by the member authenticated by the sales network system.

20   2. The method as set forth in claim 1, further comprising the step of generating the unique codes corresponding to the extracted member data when the coupon is prepared in the step f).

      3. The method as set forth in claim 1, wherein a

25 sale' condition on which resources are available is stored in the coupon prepared in the step f), and the prepared coupon is signed according to a predetermined encryption method.

      4. The method as set forth in claim 2 or 3, wherein

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the sending condition has different cycles at which information of resources is updated in a database and different database contents depending on kinds of resources.

5   5. The method as set forth in claim 2 or 3, further comprising the step of constructing a member purchasability condition setup database by storing available time zone information of the one-way sending time expiring coupon designated by the member and 10   position information of the member.

6. The method as set forth in claim 2 or 3, wherein the step of limiting the sending quantity based on profit-and-loss account includes setting the sending quantity of current coupons for resource schedule to a predetermined 15   minimum value or stopping the sending of coupons if a division of "quantity of sale for the latest resource schedule after the sale closing time passes among resources to sell at a store selling resources indicated in the current coupon" by "the sending quantity" is 20   lowered below a ratio of the sending quantity to the sale quantity at a break-even point.

7. The method as set forth in claim 2 or 3, wherein, if a· difference between the sending time and the sale 25   closing time is similar to or less than a sale cycle, an expected residual quantity at the sale closing time is a sale goal quantity if a multiplication of "a sale quantity at P time before the sale closing time" by "a multiple of sending quantity" is equal to or more than

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the expected residual quantity, and the multiplication of "a sale quantity at P time before the sale closing time" by "a multiple of sending quantity" is the sale goal quantity if the multiplication of "a sale quantity at P
5   time before the sale closing time" by "a multiple of sending quantity" is less than the expected residual quantity.

8. The method as set forth in claim 2 or 3, wherein, if a difference between the sending time and the sale
10   closing time is more than a sale cycle, a residual sale quantity at a previous sending time is a sale goal quantity if a multiplication of "a sale quantity at P time before the sale closing time at the previous sending time" by "a multiple of sending quantity" is equal to or
15   more than the residual sale quantity, and the multiplication of "a sale quantity at P time before the sale closing time at the previous sending time" by "a multiple of sending quantity" is the sale goal quantity if the multiplication of "a sale quantity at P time
20   before the sale closing time at the previous sending time" by "a multiple of sending quantity" is less than the residual sale quantity.

9. The method as set forth in claim 7 or 8, wherein the sending quantity is calculated by dividing the sale
25   goal quantity by a ratio of the sending quantity to the sale quantity.

10. The method as set forth in claim 2 or 3, wherein the step of extracting the member data includes:

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extracting a member by inquiring a member coupon sending frequency for a predetermined period of time, which is stored in a sending frequency database for each kind of resource;

5   searching a member purchasability condition· setup database to extract only a member who can purchase a resource indicated on a coupon to be sent currently;

searching a sending target store area database and a member information database to extract a member who is

10   assumed to be located in a position at which the resources of the store can be purchased for each kind of the resource and for each P time;

extracting a member belonging to a group of clients to whom a sending quantity is allocated, from the member

15   information database by the sending quantity; and

extracting a sale quantity and a sending quantity for each member during the last one year at an idle time zone of one day during which a coupon sending operation is not conducted, from a sale database and a sending

20   database, adding the number of times of sale and the number of times of sending for each member, respectively, and storing a result of the addition in a member sending quantity and sale quantity database.

11. The method as set forth in claim 2 or 3, wherein

25   the ` coupon sending is performed according .to a personalized message sending method.

12. The method as set forth in claim 11, wherein the personalized message sending method is sent through one selected from sending by a mobile advertisement agency

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server, sending by its own message sending server, and
sending by an electronic mail.

13. The method as set forth in claim 2 or 3, wherein
payment is performed through one selected from payment
5   systems including an addition to mobile telephone charges,
a credit card, electronic money, points of cards, and
cash at a store.

14. The method as set forth in claim 2 or 3, wherein
a coupon receiver's identity is automatically confirmed
10   and the coupon receiver logs in the sale network system
when the coupon receiver inputs his won unique code into
an URL of the sale network system to access the sale
network system by using the coupon.

15. The method as set forth in claim 2 or 3, further
15   comprising a step of automatically determining which
resources are purchasable by storing unique . codes
generated for each coupon together with sending
information such as the sale closing time and target
resources and comparing two unique codes with each other
20   when the coupon receiver accesses the sale network system.

16. The method as set forth in claim 2 or 3, further
comprising the step of chasing information of a coupon
receiver using the unique code inserted in the coupon to
grasp the quantity of purchase for each individual and
25   the sale rate for each group of clients.

17. The method as set forth in claim 2 or 3, further

comprising the step of displaying resources to sell in a store close to a domicile of a coupon receiver before a resource list is displayed.

18. The method as set forth in claim 2 or 3, further
5 comprising a step of selling only for a residual quantity of a resource that is assumed not to sell, keeping some quantity of the resource to sell at a normal price.

19. The method as set forth in claim 2 or 3, further comprising the step of paying for a coupon received by a
10 coupon receiver and then sending the paid coupon to another person.

20. The method as set forth in claim 19, further comprising the step of checking whether said another person receiving the coupon is a member or not, and
15 inviting said another person to become a member if said another person is not a member.

21. The method as set forth in claim 2 or 3, further comprising the step of storing information of another person in a membership database by a member accessing a
20 one-way sending time expiring coupon server.

22. The method as set forth in claim 2 or 3, wherein a sending interval and the sending quantity of the coupon are random such that clients can not predict the time of coupon sending.

25   23. The method as set forth in claim 2, wherein the

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unique codes are the same code to all members, and members having the unique codes are endowed with new respective unique codes when the members access a one-way sending time expiring coupon server.

5   24. The method as set forth in claim 2, wherein coupon numbers are allocated to databases for each member ID, and members access a one-way sending time expiring coupon server so that the members confirm sending of coupons and use the coupons.

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